

## **AGREEMENT FOR SERVICES**

This Agreement for Services ("Agreement") is made as of the date next to the last signature hereto (the "Effective Date") by and between San Luis Obispo County (hereinafter "County"), and Verdin Marketing Ink, a California Corporation (hereinafter "Marketing Agency") with reference to the following facts.

### **RECITALS**

**WHEREAS**, on May 12, 2009, the Board of Supervisors approved the ordinance establishing the San Luis Obispo County Business Improvement District ("CBID"), fixing the boundaries, providing for levy of a 2% business assessment on all lodging businesses (hotel, motel, bed and breakfast, and vacation rentals) within the boundaries of the CBID; and

**WHEREAS**, on December 7, 2010, the Board of Supervisors approved the boundaries of the CBID's local areas in accordance with Section 3.09.080 of the ordinance establishing the CBID that 1% of the 2% assessment collected shall be disbursed to the area from which it was collected and that local advisory boards be created; and

**WHEREAS**, on February 1, 2011, the Board of Supervisors approved the formation of the Cayucos Local Area and appointed members to its Board; and

**WHEREAS**, on January 7, 2014, the County Board of Supervisors entered into the Agreement wherein Marketing Agency agreed to perform specialized marketing services for the Cayucos Local Area of the San Luis Obispo Business Improvement District ("CBID"); and

**WHEREAS**, Marketing Agency has satisfactorily performed said services pursuant to the Agreement; and

**WHEREAS**, on September 17, 2015, the Cayucos Local Area Advisory Board approved recommending that Agreement with Marketing Agency be extended an additional nine (9) months (October 1, 2015 to June 30, 2016) so that Marketing Agency could continue to provide, among other things, media relations, media communication tools, branding, events and activities, and stewardship programs; and

**WHEREAS**, on September 23, 2015, the CBID Advisory Board approved recommending to the Board of Supervisors the use of Cayucos local area funds for this purpose.

**NOW THEREFORE**, in consideration of the mutual covenants contained herein, the parties hereto agree as follows:

## **AGREEMENT**

### **1. Scope of Services.**

#### **1.1 Marketing Agency Specified Services.**

Marketing Agency agree that it shall be jointly and severally responsible for performing the services as outlined and shown in the Marketing Plan and Scope of Work attached as Exhibit A within the times or dates agreed upon with the CBID Advisory Board and the Cayucos Local Area Advisory Board.

Marketing Agency further agrees that it will be jointly and severally liable for all duties and obligations as set forth in this Agreement.

#### **1.2. Creative Works and Intellectual Property.**

All trademarks and service marks developed on the County's behalf during the term of this Agreement are and shall remain the County's exclusive property. County is responsible for ensuring that any work completed by the Marketing Agency can be trademark and/or copyright protected. The parties understand that, subject to the confidentiality obligations set forth herein and pursuant to applicable law, the Marketing Agency retains the right at all times to use any creative works developed by the Marketing Agency as examples of the Marketing Agency's work. Each party agrees to execute any such further documents as may be necessary or appropriate to protect or enforce the rights set forth in this paragraph.

#### **1.3 Cooperation with CBID.**

The Marketing Agency shall work closely with the County, CBID and the appointed CBID staff in the performance of all work hereunder.

#### **1.4 Performance Standard.**

During the term of this Agreement, Marketing Agency agrees to treat as private and confidential any and all information, which is not otherwise publicly available under applicable law, relating to the County's business, including but not limited to projections, pricing, marketing strategies and customer base. Marketing Agency will not release any such information to any person, firm or institution unless specifically directed or permitted by an authorized representative of Client in writing.

Further, during the term of this Agreement and for one year thereafter, the County and Marketing Agency mutually agree that they shall not extend offers of employment or consultancy to each other's employees without prior agreement between the County's Chief Administrative Officer and Marketing Agency's President.

The Marketing Agency will perform all work hereunder in a manner consistent with the level of competency and standard of care normally observed by a person practicing in the Marketing Agency's profession.

**1.5 Assigned Personnel**

In the event that the Marketing Agency has any employees and desires to have them assist with the work as described in Paragraph 1.1, the Marketing Agency shall assign only competent personnel to perform work hereunder. In the event that at any time County and/or CBID, for no good cause shown, desires the removal of any person or persons assigned by the Marketing Agency to perform any work hereunder, the Marketing Agency shall remove such person or persons immediately upon receiving written notice from County or CBID.

**2. Payment.**

For all services and incidental costs required hereunder, Marketing Agency shall be compensated as set forth in the Scope of Work. Total cost of services shall not exceed **\$70,000**. Marketing Agency shall invoice the County and CBID for all services provided hereunder. Invoices will be sent on a monthly basis, by the tenth of the month following. Invoices are net 10 days.

**3. Term of Agreement.**

The term of this agreement shall be for nine (9) months beginning **October 1, 2015 through June 30, 2016** except in the event that the funding of the CBID through assessments upon the lodging businesses within its boundaries is not renewed for FY 2016-17. At which time all work will cease, this Agreement shall be terminated and the Marketing Agency will submit an invoice for work completed to date. The term may be extended by mutual written agreement of the parties herein.

**4. Prosecution of Work.**

**4.1 Commencement of Work.**

The execution of this Agreement by the County shall constitute the Marketing Agency's authority to proceed immediately with the performance of this Agreement. Performance of the services hereunder shall be completed within the time required herein, provided, however, that if the performance is delayed by earthquake, flood, high water, or other Act of God or by strike, lockout, or similar labor disturbances, the time for the Marketing Agency's performance of this Agreement shall be extended by a number of days equal to the number of days the Marketing Agency has been delayed.

#### **4.2 Extra or Changed Work.**

Only the CBID, in conjunction with County staff and the Cayucos Local Area Advisory Board, may authorize extra or changed work or waive Agreement requirements. Said authorization and/or waiver must be in writing.

#### **5. Representations and Warranties of Marketing Agency.**

##### **5.1 Standard of Care**

Marketing Agency hereby warrants that all its work will be performed in accordance with generally accepted and applicable professional practices and standards as well as the requirements of applicable federal, state and local laws, it being understood that acceptance of Marketing Agency's work by County and CBID shall not operate as a waiver or release.

##### **5.2 Status of Marketing Agency.**

The parties intend that Marketing Agency, in performing the services specified herein, shall act as an independent Marketing Agency, and shall control the work and the manner in which it is performed. Marketing Agency is an independent Marketing Agency and is not to be considered an agent or employee of County and/or CBID and is not entitled to participate in any pension plan, insurance, bonus, or similar benefits County and/or CBID provide its employees.

##### **5.3 Taxes.**

Except as elsewhere herein provided, Marketing Agency agrees to file federal and state tax returns and pay all applicable taxes on amounts paid pursuant to this Agreement and shall be solely liable and responsible to pay such taxes and other obligations, including, but not limited to, state and federal income and FICA taxes. Marketing Agency agrees to indemnify and hold County and CBID harmless from any liability which it may incur to the United States or to the State of California as a consequence of Marketing Agency's failure to pay, when due, all such taxes and obligations

##### **5.4 Records Maintenance.**

Marketing Agency shall keep and maintain full and complete documentation and accounting records concerning all services performed that are compensable under this Agreement and shall make such documents and records available to County and CBID for inspection at any reasonable time.

**5.5 Conflict of Interest.**

Marketing Agency covenants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of its services hereunder.

**5.6 Nondiscrimination.**

The Marketing Agency shall comply with all applicable federal, state and local laws, rules, and regulations in regard to nondiscrimination in employment because of race, color, ancestry, national origin, religion, sex, marital status, age, medical condition, pregnancy, disability, or other prohibited basis. All nondiscrimination rules or regulations required by law to be included in the Agreement are incorporated by this reference.

**6. Method and Place of Giving Notice, Submitting Bills and Making Payments.**

All notices, bills, and payments shall be made in writing and may be given by personal delivery or by mail. Notices, bills and payments sent by mail shall be addressed as follows:

TO: Nikki J. Schmidt  
Administrative Office  
County of San Luis Obispo  
1055 Monterey Street, Room D430  
San Luis Obispo CA 93408

TO: Mary Verdin  
Verdin Marketing Ink  
3580 Sacramento Dr. #110  
San Luis Obispo, CA 93401.

and when so addressed, shall be deemed given upon deposit in the United States mail, postage prepaid. In all other instances, notices, bills, and payments shall be deemed at the time of actual delivery. Changes may be made in the names and addresses of the person to whom notices, bills, and payments are to be given notice pursuant to this paragraph.

**7. Termination of Agreement for Convenience of Either Party.**

Either party may terminate this Agreement at any time by giving to the other party 30 days written notice of such termination. Termination shall have no effect on upon the rights and obligations of the parties arising out of any transaction occurring prior to the effective date of such termination. Marketing Agency shall be paid for all work satisfactorily completed prior to the effective date of said termination.

**8. Termination of Contract for Cause.**

If Marketing Agency fails to perform Marketing Agency's duties to the satisfaction of the County or CBID or if Marketing Agency fails to fulfill in a timely and professional manner Marketing Agency's obligations under this Agreement, with the exception of, but not limited to, missed deadlines, missed closing dates, or missed insertions when the cause is delay by the County, CBID and the appointed CBID staff or the Cayucos Local Area Advisory Board, or if Marketing Agency shall violate any of the terms or provisions of this Agreement or if Marketing Agency, Marketing Agency's agents or employees fail to exercise good behavior either during or outside of working hours that is of such a nature as to bring discredit upon the County and/or CBID, then County shall have the right to terminate this Agreement effective immediately upon the County giving written notice thereof to the Marketing Agency. Termination shall have no effect upon the rights and obligations of the parties arising out of any transaction occurring prior to the effective date of such termination. Marketing Agency shall be paid for all work satisfactorily completed prior to the effective date of such termination. If County's termination of Marketing Agency for cause is defective for any reason, including but not limited to County's reliance on erroneous facts concerning Marketing Agency's performance, or any defect in notice thereof, County's maximum liability shall not exceed the amount payable to Marketing Agency under paragraph 2 above.

**9. No Third Party Beneficiaries.**

Nothing contained in this Agreement shall be construed to create and the parties do not intend to create any rights in third parties.

**10. Applicable Law and Forum.**

This Agreement shall be construed and interpreted according to the substantive law of the State of California. Any action to enforce the terms of this Agreement or for the breach thereof shall be brought and tried in the County of San Luis Obispo.

**11. Indemnification.**

Marketing Agency shall defend, indemnify and hold harmless the County, its officers and employees from all claims, demands, damages, costs, expenses, judgments, attorney fees, liabilities or other losses that may be asserted by any person or entity, and that arise out of or are made in connection with the acts or omissions relating to the performance of any duty, obligation or work hereunder. The obligation to indemnify shall be effective and shall extend to all such claims and losses, in their entirety, even when such claims or losses arise from the comparative negligence of the County, its officers and employees. However, this indemnity will not extend to any claims or losses arising out of the sole negligence or willful misconduct of the County, its officers and employees.

It is the intent of the parties to provide the County the fullest indemnification, defense, and "hold harmless" rights allowed under the law. If any word(s) contained herein are deemed by a court to be in contravention of applicable law, said word(s) shall be severed from this Agreement and the remaining language shall be given full force and effect.

## **12. Non-Assignment of Agreement.**

Inasmuch as this Agreement is intended to secure the specialized services of Marketing Agency, Marketing Agency may not assign, transfer, delegate or sublet any interest therein without the prior written consent of County and any such assignment, transfer, delegation, or sublease without the County and CBID's prior written consent shall be considered null and void.

## **13. Insurance.**

Marketing Agency, at its sole cost and expense, shall purchase and maintain the insurance policies set forth below on all of its operations under this Agreement. Such policies shall be maintained for the full term of this Agreement and the related warranty period (if applicable). Any failure to comply with reporting provisions(s) of the policies referred to above shall not affect coverage provided to the County, its officers, employees, volunteers and agents. For purposes of the insurance policies required hereunder, the term "County" shall include officers, employees, volunteers and agents of the County of San Luis Obispo, California, individually or collectively.

### **13.1 Minimum Insurance Requirements.**

The following policies shall be maintained with insurers authorized to do business in the State of California and shall be issued under forms of policies satisfactory to the County:

### **13.2 Commercial General Liability Insurance Policy ("CGL")**

Policy shall include coverage at least as broad as set forth in Insurance Services Office (herein "ISO") Commercial General Liability coverage. (Occurrence Form CG 0001) with policy limits not less than the following:

- \$1,000,000 each occurrence (combined single limit);
- \$1,000,000 for personal injury liability;
- \$1,000,000 aggregate for products-completed operations; and
- \$1,000,000 general aggregate.

The general aggregate limits shall apply separately to Marketing Agency's work under this Agreement.

### **13.3 Business Automobile Liability Policy ("BAL")**

Policy shall include coverage at least as broad as set forth in Insurance Services Office Business Automobile Liability Coverage, Code 1 "Any Auto" (Form CA 0001). ~~This policy shall include a minimum combined single limit of not less than One-million (\$1,000,000) dollars for each accident, for bodily injury and/or property damage. Such policy shall be applicable to vehicles used in pursuit of any of the activities associated with this Agreement. Marketing Agency shall not provide a Comprehensive Automobile Liability policy which specifically lists scheduled vehicles without the express written consent of County.~~

### **13.4 Workers' Compensation And Employers' Liability Insurance Policy ("WC/EL")**

This policy shall include at least the following coverages and policy limits:

**13.4.1** Workers' Compensation insurance as required by the laws of the laws of the State of California; and

**13.4.2** Employer's Liability Insurance Coverage B with coverage amount not less than one-million (\$1,000,000) dollars each accident / Bodily Injury (herein "BI"); one-million (\$1,000,000) dollars policy limit BI by disease; and, one-million (\$1,000,000) dollars each employee BI disease.

### **13.5 Deductibles And Self-Insurance Retentions**

Any deductibles and/or self-insured retentions which apply to any of the insurance policies referred to above shall be declared in writing by Marketing Agency and approved by the County before work is begun pursuant to this Agreement. At the option of the County, Marketing Agency shall either reduce or eliminate such deductibles or self-insured retentions as respect the County, its officers, employees, volunteers and agents, or shall provide a financial guarantee satisfactory to the County guaranteeing payment of losses and related investigations, claim administration, and/or defense expenses.

### **13.6 Endorsements**

All of the following clauses and endorsements, or similar provisions, are required to be made a part of insurance policies indicated in parentheses below:

**13.6.1** A "Cross Liability," "Severability of Interest" or "Separation of Insureds" clause (CGL & BAL);

**13.6.2** The County of San Luis Obispo, its officers, employees, volunteers and agents are hereby added as additional insureds with respect to all



liabilities arising out of Marketing Agency's performance of work under this Agreement (CGL & BAL);

**13.6.3** If the insurance policy covers an "accident" basis, it must be changed to "occurrence" (CGL & BAL);

**13.6.4** This policy shall be considered primary insurance with respect to any other valid and collectible insurance County may possess, including any self-insured retention County may have, and any other insurance County does possess shall be considered excess insurance only and shall not be called upon to contribute to this insurance (CGL, BAL, & PL);

**13.6.5** No cancellation or non-renewal of this policy, or reduction of coverage afforded under the policy, shall be effective until written notice has been given at least thirty (30) days prior to the effective date of such reduction or cancellation to County at the address set forth below (CGL, BAL, WC /EL & PL);

**13.6.6** Marketing Agency and its insurers shall agree to waive all rights of subrogation against the County, its officers, employees, volunteers and agents for any loss arising under this Agreement (CGL); and

**13.6.7** Deductibles and self-insured retentions must be declared (All Policies).

### **13.7 Absence Of Insurance Coverage**

County may direct Marketing Agency to immediately cease all activities with respect to this Agreement if it determines that Marketing Agency fails to carry, in full force and effect, all insurance policies with coverages at or above the limits specified in this Agreement. Any delays or expense caused due to stopping of work and change of insurance shall be considered Marketing Agency's delay and expense. At the County's discretion, under conditions of lapse, the County may purchase appropriate insurance and charge all costs related to such policy to Marketing Agency.

**13.8 Proof of Insurance Coverage and Coverage Verification.**

Prior to commencement of work under this Agreement, and annually thereafter for the term of this Agreement, Marketing Agency, or each of Marketing Agency's insurance brokers or companies, shall provide County a current copy of a Certificate of Insurance, on an Accord or similar form, which includes complete policy coverage verification, as evidence of the stipulated coverages. All of the insurance companies providing insurance for Marketing Agency shall have, and provide evidence of, a Best Rating Service rate of A VI or above. The Certificate of Insurance and coverage verification and all other notices related to cancellation or non-renewal shall be mailed to the County of San Luis Obispo.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as set forth below.

VERDIN MARKETING INK

By: [Signature]  
Date: 11/30/15

VERDIN MARKETING INK

By: [Signature]  
Date: 11/30/15

COUNTY OF SAN LUIS OBISPO

By: \_\_\_\_\_  
Board of Supervisors

AUTHORIZED BY BOARD ACTION

\_\_\_\_\_ 2015

ATTEST

By: \_\_\_\_\_  
Clerk of the Board of Supervisors

DATED: \_\_\_\_\_

APPROVED AS TO FORM AND LEGAL EFFECT:

RITA L. NEAL  
County Counsel

By: [Signature]  
Chief Deputy County Counsel

DATED: 12/9/15

## Exhibit A

### SCOPE OF WORK

#### VISITORS ALLIANCE OF CAYUCOS (VAC) | SEPTEMBER 30, 2015

Verdin has been selected for the marketing outreach for the VAC. This contract includes creative development, media costs, website enhancements, social media, and project management, and all detail below is consistent with our proposal approved on September 17, 2015.

#### *Scope of work, Timeline & Budget*

Timeline	Task	Budget
Oct 2015–Dec 2015	Develop Fall creative – strategy, videos, execution, editing and graphics.	\$26,500
	Develop media plan, negotiate rates, placement and hard costs	
	Curate content for blog twice per month	
	Copywriting and images for monthly e-newsletter, distribution	
	Update website with new pages, photos, events and optimize for SEO	
	Social media – plan and execute contests, curate content, custom images, boosted posts and contest prizes	
	Meetings, project management, reporting	
Jan 2016–Jun 2016	Develop Winter and Spring creative – strategy, videos, execution, editing and graphics.	\$43,500
	Develop media plan, negotiate rates, placement and hard costs	
	Curate content for blog twice per month	
	Copywriting and images for monthly e-newsletter, distribution	
	Update website with new pages, photos, events and optimize for SEO	
	Social media – plan and execute contests, curate content, custom images, boosted posts and contest prizes	
	Meetings, project management, reporting	
Total		<u>\$70,000</u>

*Projects above are subject to change based on direction from VAC. All billing must be sent to Verdin at 3580 Sacramento Dr. #110, San Luis Obispo, CA 93401.*

# 2015-2016 Cayucos Marketing Strategy

## PRESENTED TO THE VISITORS ALLIANCE OF CAYUCOS

### BASED ON \$70,000 BUDGET

#### GOALS

Verdin will focus on two main goals for the 2015 – 2016 marketing of Cayucos. All objectives and tactics will align with and support these goals.

1. Increase all lodging occupancy in the off-season and mid-week.
2. Increase Cayucos brand awareness.

#### PERSONAS

1. Persona One: Meet Sally, she is a mother of three young children all under ten years of age living in Bakersfield, California. She and her husband work full time but like to spend their children's school breaks on the Central Coast beaches. They have a fair amount of disposable income but appreciate good value. While vacationing they look for activities that will appeal to both adults and children, they look for family-friendly lodging properties and dining options.
2. Persona Two: Meet the Petersons, they are a baby boomer couple living in Fresno. This couple is retired and likes to travel around California at all times of the year. The couple appreciates destinations within driving distance of Fresno and often likes to visit the Central Coast, especially to escape the heat of the valley. This couple also likes to travel with their beloved dog and look for dog-friendly destinations.
3. Persona Three: Meet Brody, he is an outdoor enthusiast living in the busy Bay Area. He looks forward to escaping urban traffic for fresh air. Brody enjoys all water sport activities, especially surfing, hiking and mountain biking. He's particularly drawn to Cayucos for its affordability and also its proximity to Paso Robles wine country and Central Coast breweries. He loves the authentic, classic California vibe of Cayucos.

#### ADVERTISING

##### Objective:

To increase overall advertising visibility and impressions by 20%.

##### Tactical Overview:

Verdin will create two advertising campaigns (fall, spring) for the 2015-2016 fiscal year. Advertising will run during the off-season starting in October 2015 through May 2016 with a break around the holidays. Advertising campaigns will be designed to speak to our identified target audience and personas. Campaigns will be closely monitored for performance and effective use of dollars and adjustments will be made if necessary.

All advertising campaign ideas will speak specifically to the behaviors of our identified personas. Campaign ideas include:

- Cayucos Fall Activities: Take advantage of fall kayaking, surfing and stand up paddle boarding. While in Cayucos, enjoy fall surrounding fall wine and food events. Highlight upcoming concert series once confirmed.
- Events, Antiquing and the Stewardship Travel Program: Promote beautiful winter weather, no crowds and the peacefulness of Cayucos. Take advantage of winter events (like the Sea Glass Festival), antiquing and Stewardship Travel.
- Cayucos Spring Activities: Highlight spring activities in Cayucos like whale watching tide pool exploring, family spring break activities and deals.

## SOCIAL MEDIA

### Objectives:

To increase engagement within our social media outlets.

1. Facebook: Increase total fans and engagement by 36% (400 fans/month).
2. Instagram: Increase followers by 60% (50 fans/month).
3. YouTube: Increase video views on Cayucos channel by 60% (50 views/month).
4. Twitter: Increase followers by 48% (8 fans/month).

**Total New Engaged Fans:** 4,540 new fans

### Tactical Overview:

Social media creates a virtual conversation about the destination and helps to keep it top of mind and Verdin will continue to utilize these four social media outlets. Building a relationship between the Cayucos brand and the audience encourages visits to Cayucos and return visits. Verdin will continue to create monthly content calendars to build audience relationships, promote events, campaigns, and stays in Cayucos.

## WEBSITE

### Objective:

To increase traffic to [visitcayucosca.com](http://visitcayucosca.com) and increase SEO by 80% (depending on Highway One Discovery Route website updates).

### Tactical Overview:

The [visitcayucosca.com](http://visitcayucosca.com) website will continue to be a key piece of marketing for Cayucos. Verdin will maintain the content of the site continuing to update events, the blog, and lodging specials. We will continue to update any necessary technical issues and performance enhancements. SEO and Google Analytics will be constantly monitored and adjustments will be made where necessary.